

FILED

JUN 7 1963

Registration Section
DEPARTMENT OF JUSTICE
DEPARTMENT OF JUSTICE
NATIONAL OFFICE



REGISTRATION No.

1481

GOVERNMENT OF ISRAEL INVESTMENT AUTHORITY

130 EAST 59TH AVENUE • NEW YORK 22, N. Y. • PLAZA 2-5600
CABLE ADDRESS:
MLMINVEST, NEW YORK

May 8, 1963
485/63

Mr. Paul Zucker, President
Ruder & Finn International
130 East 59th Street
New York 22, N.Y.

Dear Paul:

Further to our conversation of today with Norman Weisman, regarding the future relationship between the Investment Authority and Ruder & Finn, I wish to inform you that we have reached a decision to discontinue our current contract in its present form as of May 15th, 1963. We have asked Norman Weisman to present to us a program of collaboration based upon a pattern of operations designed to penetrate in depth industries by branches and regions.

As I have explained to Norman Weisman, we have reached this decision after long deliberations, taking into account the definite change of the pattern of our program in the United States and the activities in the public relations field during the past six months.

This decision does not reflect in any way upon the good work performed by your organization during the period of our association of about eighteen months, but has become imperative in view of the new policy by the Israel Government regarding the set-up of foreign investments.

I am sure Norman will convey to you the gist of our present thinking, and I believe that you will share our view in this matter.

Sincerely,

Abraham R. Taiber

cc: Mr. Norman Weisman

WR
Ted May 15
12:31 PM
Lomb

11/13/61
for 6 months
@ 2500
per month

RUDER & FINN
INCORPORATEDFILED
JUN 7 1963Registration Section
DEPARTMENT OF JUSTICE

June 4, 1963

Mr. A. R. Talbot
Government of Israel
Investment Authority
650 Third Avenue
New York 22, New York

Dear Ramat:

This will confirm the understanding we reached at our meeting in your office on June 3.

1. We will resume representing the Government of Israel Investment Authority as public relations counsel effective immediately. Our relationship will continue through December 31, 1963.

2. Our fee will be \$2,000 per month plus out-of-pocket expenses and will be billed on the first of each month, payable in ten days in accordance with past practice.

3. During the period of this agreement we will undertake the following projects:

a. Arranging four (4) regional meetings for the Investment Authority and business leaders in the following market areas:

Atlanta, Ga. - October 7 - 9

St. Louis, Mo. - November 4

Houston, Texas - November 18

Newark, New Jersey - December 2

We will also render such assistance as may be required by you in support of the regional meeting in Chicago tentatively scheduled for September 23, and in Los Angeles.

FILED

Page 2 - Mr. A. R. Taiber - 6/4/63

JUN 7 1963

Registration Section
DEPARTMENT OF JUSTICE

b. Placement and/or publication of six (6) to eight (8) articles on investment in Israel in business, trade, professional, and technical publications.

c. Setting up two (2) conferences with the editorial boards of major U. S. publishing firms (New York Times; Time, Inc.; etc.).

d. Arranging for the visit of at least two (2) outstanding editors or free-lance writers to Israel for purposes of obtaining major articles in key publications, wire services or syndicates on opportunities for investment in Israel.

e. Supporting the public information activities of the Israel Trade Commission in the following areas:

- 1) Opening of show room
- 2) Women's leather goods promotion
- 3) Men's knitwear promotion

f. Investigating and pursuing special projects such as:

- 1) Seminar meetings with leading management consultant firms.
- 2) Participating in industry-wide conventions and trade shows.
- 3) Development of new contacts with U. S. Chamber of Commerce, National Association of Manufacturers, etc.

4. Norman Weiserman will act as senior account supervisor in connection with all the above activities, assisted by Hal Rosen and such other operational personnel of Ruder & Finn as may be deemed necessary.

5. We will allocate an hourly budget for each area of activity in the program, and will record all time used against each project. This will enable us to review our time expenditures regularly to determine exactly how our time is used and change emphasis if together we deem it necessary.

6. Time of partners for special consultation and contact will not be charged against the over-all budget.

page 3 - Mr. A. R. Talber - 6/4/63

7. Greater utilization of R&F top management will be made. In this connection, regular meetings between Investment Authority officials and top management of R&F will be held at least once per month.

8. The program will be reviewed early in September and final disposition of available time remaining will be decided upon.

I think this covers our arrangements fully. I would like to say that we are all happy here to be continuing our relationship and are looking forward to producing the best program ever in the months ahead.

Best,

Paul B. Zucker

PBZ/bck
Att.

cc: William Ruder/David Finn
Norman Weisman
Accounting Department ✓
Reanna Amir (4 cc's)

FILED
JUN 7 1963

Registration Section
DEPARTMENT OF JUSTICE

FILED

JUN 7 1963

REGISTRATION No. 1481

Registration Section
DEPARTMENT OF JUSTICE
Funds available

\$14,000

Hours available @ \$30 per hour

466

1.	Regional program, 4 (40 hours each)	160 hours	\$ 4,800
{ 2.	Trade, professional & financial publicity	100 "	3,000
3.	Editorial board conferences	50 "	1,500
4.	Trade Commission projects	90 "	2,700
5.	Editorial visits to Israel	30 "	900
6.	Special projects	<u>40 "</u>	<u>1,200</u>
TOTALS		<u>470 hours</u>	<u>\$14,100</u>